# NY STATE CLIENT SEMI-ANNUAL REPORT

Marking Instructions: Please type or use blue or black ink pen. Completely fill in one circle. Print legible numbers and block letters, no script.

II Client Information

Name: Common Sense

COMPLETE ALL SECTIONS

before submitting or form will be returned.

1 Reporting	Information		
Year: 2012			
Fill in circle if ame	endment &		
Report Period:	O January/June		
	⊗ Nonprocurement	O Procurement	OBoth
Type of Lobbying:		011000.0	
Client Filing Fee Cl	neck Number: N/A		

FOR OFFICE USE ONLY amended: exp. dated 10/23/12
pa to Creative Direct from 119,455
RECEIVED FEB 15 2013 to 30,571 amended: Sof Fingo. amended: exp total from 953,297 to

ity: Midlothian	State:		ZIP code: 23113
usiness Phone: 540-341-8808	Fax N	umber: 540-341-880	ע
nird Party Beneficiary (see instructions):			
		and Only	<b>V</b> 1
II Lobbyist(s) Information & Company Individual or organization that has lobbled		ust be reported belo	w, regardless of whether the
ny individual or organization that has lobbled hreshold was exceeded by that individual or o	O Employed	O Designated	
220 St. 12 St. 12	O Local Lobbying	O Both	
2010101	a frame agreement garage	Phone Number	er: 540-341-8808
Name: Advancing Strategies, LLC			
Address: PO Box 96		State: VA	ZIP code:23113
City: Midlothian	.00		
Compensation for current period: \$60	O Employed	O Designated	
B Type of Lobbyist: O Retained	O Local Lobbying	O Both	
Level of Gov't: O State Lobbying	C 2000120007.19	Phone Numb	er:
Name:			
Audress:		State:	ZIP code:
City:	.00	010.701	
Compensation for current period: \$	0 - 1	O Designated	
C Type of Lobbyist: ○ Retained	200 550 90 M	O Both	
Level of Gov't: O State Lobbying	O Local Lobbying		oor:
Name:		Phone Numb	JGI.
Address:		01-1	7IP code:
City:	-9	State:	ZII COGO.
Compensation for current period: \$	.00		

IV Other Expenses (Current Semi-A	nnver Period Only)		
A Report in the aggregate all expenses less than	or equal to \$75:	\$ 0	.00
B Report in the aggregate all expenses for salarie:	s of non-lobbying employees:	\$ 0	.00
C Itemize each expense exceeding \$75:			
PAID TO: Donahue Direct	DATE: 07 /27	/ <sub>2012</sub> O Ad	O Social Event
PURPOSE: Website Design	AMOUNT: \$14,000	.00 O *Add	dendum attached
O PROCUREMENT & NONPROCUREMENT			
PAID TO: Creative Direct LLC	DATE: 08 /15	<sup>1</sup> 2012 ⊗ Ad	O Social Event
PURPOSE: Mailing	AMOUNT: \$14,650	.00 O *Add	dendum attached
O PROCUREMENT & NONPROCUREMENT	A.		
Continued on attached pages			
If any expense listed above exceeds \$75 expense, dollar amount attributable to the	for an individual, you must o	attach the addendum	page listing the
D Total expenses for current period: \$865,413		clude all expenses from	attached pages in total)
Total expenses for contain period.		**************************************	
V Source of Funding Disclosure			
Instructions: In the event only one person or en	ity is listed as the Single Source	e for a Contribution(s),	use Section A. In the
event multiple persons or entities h	Indiagraph Salaris addition b	ude the date and the a	mount of the Contribution
received. If more than five Contrib  Addendum for the additional Contri	utions from the Single Source	have been received, u	se section V(G) of the
Contribution(s) from Single Source #1			
Single Source Entity's Name: Center for Common	Sense LLC		
or Single Source Person's Last Name:	First N	ame:	
Address: 2850 N Andrews Ave.			
City: Fort Lauderdale	States	FL	ZIP code:33311
Phone:			
Date Contribution Received: 08 /20 /	2012 Amount of C	ontribution: \$562,951	.00
Date Contribution Received: 09 /20 /	2012 Amount of C	ontribution: \$122,381	.00
Date Contribution Received: 09 /27 /	2012 Amount of C	ontribution: \$7,343	.00
		ontribution: \$25,945	.00
		ontribution: \$67,309	.00
Check here if using section V(C) of the Addendum		10000	0
Contribution(s) Single Source #2			
Single Source Entity's Name:			
or Single Source Person's Last Name:	First N	ame:	
	1113111	diffo.	
Address:	State:		ZIP code:
City:	sidie.		Zii Codo.
Phone:		tileretiane ¢	00
Date Contribution Received: / /		ontribution: \$	.00
Date Contribution Received: / /		ontribution: \$	.00
Date Contribution Received: / /		ontribution: \$	.00
Date Contribution Received: / /		ontribution: \$	.00
Date Contribution Received: / /		ontribution: \$	.00
Check here if using section V(C) of the Addendum	for additional Contributions:	TO ANY THE PART CONTROL CONTROL CONTROL	0
Check here if there are Contribution(s) from Single Adder Jum to list all such Contributions:	Source(s) other than those list	ed above. Use Section	V(A) of the

V Source of Funding Disclosure			Hate Balated or Affligited Entities	
B Single Source Information for a Contri	bution(s)	trom mu	riple, kelaled, of Allillated Elithies.	
Contributions from Single Source #1				
Related or Affiliated Entity or Person:				
Entity's or Person's Full Name:				
Entity's or Person's Address:				
Entity's or Person's Phone:				
Dates and Amounts of Contributions from	n Entity c	r Persor	Amount of Contribution: \$	.00
Date Contribution Received:	/	/	Amount of Contribution: \$	.00
Date Contribution Received:	/	1	Amount of Contribution: \$	.00
Date Contribution Received:	/			.00
Check here if using section V(C) of the	ne Adden	dum for	additional Contributions:	
Related or Affiliated Entity or Person:				
Entity's or Person's Full Name:				
Entity's or Person's Address:				
Entity's or Person's Phone:	- "	D		
Dates and Amounts of Contributions from	n Entity (	or Persoi 1	Amount of Contribution: \$	.00
Date Contribution Received:	/	,	Amount of Contribution: \$	.00
Date Contribution Received:	1	1	Amount of Contribution: \$	.00
Date Contribution Received:	/	/		.00
Check here if using section V(C) of the				
Check here if using section V(B) of the Addendum for	addition	ai kelale	d, of Animalea Ellines of Fersons.	TI DY WEI
Contributions from Single Source #2				
Related or Affiliated Entity or Person:				
Entity's or Person's Full Name:				
Entity's or Person's Address:				9 8
Entity's or Person's Phone:	r. 111.	ne Dares		
Dates and Amounts of Contributions from Date Contribution Received:	n Entity (	or Perso. I	Amount of Contribution: \$	.00
	,	,	Amount of Contribution: \$	.00
Date Contribution Received:  Date Contribution Received:	1	/	Amount of Contribution: \$	.00
	/ ha Adda	ndum for		
Check here if using section V(C) of t	ne Adde	idom io	dddiiond commone.	
Related or Affiliated Entity or Person:				
Entity's or Person's Full Name:				
Entity's or Person's Address:				
Entity's or Person's Phone:				
Dates and Amounts of Contributions from	n Entity	or Perso	n: Amount of Contribution: \$	.00
Date Contribution Received:	/	. / .	Amount of Contribution: \$	.00
Date Contribution Received:	1	/	Amount of Contribution: \$	.00
Date Contribution Received:	1	/	AMOUNT OF COMMOUNT. 4	.00
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Check here if using section V(C) of the Check here if using section V(B) of the Addendum to				CIK BACK CHANGE

Please use the following addendum pages as continuation for the specified sections. If additional space is needed, please make a copy of this sheet.

III Lobbyist(s)	Information & C	Compensation (	(Current Period Only)
Any individual or org was exceeded by th	anization that has lobb at individual or organiz	pied on behalf of the c zation.	client must be reported below, regardless of whether the threshold
Type of Lobbyist:	O Retained	O Employed	<ul><li>Designated</li></ul>
Level of Gov't:	O State Lobbying	O Local Lobbying	O Both
Name:			Phone Number:
Address:			
City:			State: ZIP code:
Compensation fo	r current period: \$	.00	
Type of Lobbyist:	O Retained	O Employed	O Designated
Level of Gov't:	O State Lobbying	O Local Lobbying	O Both
Name:			Phone Number:
Address:			
City:			State: ZIP code:
Compensation fo	r current period: \$	.00	
Type of Lobbyist:	O Retained	O Employed	O Designated
Level of Gov't:	O State Lobbying	O Local Lobbying	O Both
Name:			Phone Number:
Address:			State: ZIP code:
Compensation for	current period: \$	.00	20 to 0.12 to

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Please use the following addendum pages as continuation for the specified sections. If additional space is needed, please make a copy of this sheet.

	O Detained	led on behalf of the stations  © Employed	O Designated	<b>.</b>
Type of Lobbyist:			O Both	
evel of Gov't:	O State Lobbying	O Local Lobbying	Phone Number:	10888
lame:	a a a a		Thorac Herris	
Address:			State:	ZIP code:
City:			Sidie.	
Compensation fo	r current period: \$	.00	O Designated	
ype of Lobbyist:	O Retained	O Employed	O Designated	
evel of Gov't:	O State Lobbying	O Local Lobbying		
Name:			Phone Number:	
Address:				7ID ando:
City:			State:	ZIP code:
	or current period: \$	.00		
Compensation to	O Retained	O Employed	O Designated	
	O Reluited		O D - 11-	
Type of Lobbyist:		O Local Lobbying	g O Both	a plant of the second
Type of Lobbyist: Level of Gov't:	State Lobbying	O Local Lobbying	Phone Number:	2 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Type of Lobbyist: Level of Gov't: Name:		O Local Lobbying	2 (200)	
Compensation for Type of Lobbyist: Level of Gov't: Name: Address: City:		O Local Lobbying	2 (200)	ZIP code:

IV Other Expenses (Current Sempaid TO: Creative Direct LLC PURPOSE: Mailing	AMOUNT: \$ 76,827 .00		O Social Event ndum attached
O PROCUREMENT ⊗ NONPROCUREM  PAID TO: Creative Direct LLC  PURPOSE: Mailing	DATE: 09 / 13 / 2012 AMOUNT: \$91,270 .00	⊗ Ad ○ *Adde	O Social Event ndum attached
O PROCUREMENT & NONPROCUREM PAID TO: Creative Direct LLC PURPOSE: Mailing	DATE: 09 / 13 / 2012 AMOUNT: \$ 34,400 .00	Adde  *Adde	O Social Event ndum attached
O PROCUREMENT & NONPROCUREMENT PAID TO: Creative Direct LLC  PURPOSE: Mailing	DATE: 09 / 19 / 2012 AMOUNT: \$52,852 .00	⊗ Ad ○*Adde	O Social Event endum attached
O PROCUREMENT & NONPROCUREMENT OF PAID TO: Creative Direct LLC  PURPOSE: Mailing  O PROCUREMENT & NONPROCUREMENT	DATE: 09 / 20 / 2012 AMOUNT: \$ 13,690 .00	⊗Ad ○*Adde	O Social Event ndum attached

Pleas: use the following addendum pages as continuation for the specified sections. If additional space is needed, please make a copy of this sheet.

III Lobbyist(s) Information & C	ompensation (	Current Period Onl	y)	
Any individual or organization that has lobble was exceeded by that individual or organization.	ed on behalf of the cl	lient must be reported belo	w, regardless of whether th	e threshold
Type of Lobbyist: O Retained	O Employed	O Designated		
Level of Gov't: O State Lobbying	O Local Lobbying	O Both		
Name:		Phone Number:		
Address:				
City:		State:	ZIP code:	
Compensation for current period: \$	.00_			
1700 01 2000 7101	O Employed	O Designated		
Level of Gov't: O State Lobbying	O Local Lobbying	O Both		
Name:		Phone Number:		
Address:				
City:		State:	ZIP code:	
Compensation for current period: \$	.00			
Type of Lobbyist: O Retained	O Employed	O Designated		
Level of Gov't: O State Lobbying	O Local Lobbying	O Both		
Name:		Phone Number:		
Address:				
City:		State:	ZIP code:	
Compensation for current period: \$	.00			
IV Other Expenses (Current Se	mi-Annual Per	iod Only)		
PAID TO: Creative Direct LLC	DATE		⊗ Ad O Soc	ial Event
PURPOSE: Mailing		DUNT: \$ 29,500 .00	O *Addendum attac	hed
O PROCUREMENT & NONPROCURE				
PAID TO: Donahue Direct	DATE	: 09 / 25 / 2012	⊗ Ad ○ Soc	ial Event
PURPOSE: Email Advertisement	3 2 0 0 1 1000	DUNT: \$15,000 .00	O *Addendum attac	hed
O PROCUREMENT & NONPROCURE				
PAID TO: Creative Direct LLC	DATE	=: 10 / 01 / 2012	⊗ Ad O Soci	al Event
PURPOSE: Mailing		DUNT: \$ 105,208 .00	O *Addendum attac	hed
O PROCUREMENT & NONPROCURE		22,111		E
PAID TO: Donahue Direct		E: 10 / 03 / 2012	⊗ Ad O Soci	al Event
PURPOSE: Internet Advertisement		DUNT: \$10,000 .00	O *Addendum attac	
THE MALE PRODUCED AND ADDRESS OF THE PARTY O		20111. 9		
		E: 10 / 09 / 2012	⊗Ad ○ Socie	al Event
PAID TO: Creative Direct LLC		DUNT: \$ 45,760 .00	O*Addendum attach	
PURPOSE: Mailing  O PROCUREMENT   NONPROCURE		JOINI. Q	2 8 2 300(80) (8)	
O PROCUREMENT & NONPROCURE	JYILINI			

Please use the following addendum pages as continuation for the specified sections. If additional space is needed, please make a copy of this sheet.

III Lobbyist(s)	Information & C	Compensation (	Current Period On	ly)	oor the threshold
Any individual or org was exceeded by th	anization that has lobb at individual or organiz	pied on behalf of the c ration.	lient must be reported belo	ow, regaraless of wheth	ier the threshold
Type of Lobbyist:	O Retained	O Employed	<ul><li>Designated</li></ul>		
Level of Gov't:	O State Lobbying	O Local Lobbying	OBoth		
Name:			Phone Number:		
Address:					
City:			State:	ZIP code:	
Compensation for	r current period: \$	.00			
Type of Lobbyist:	O Retained	O Employed	O Designated		
Level of Gov't:	O State Lobbying	O Local Lobbying	O Both		
Name:			Phone Number	s « · e	
Address:					
City:			State:	ZIP code:	
Compensation fo	r current period: \$	.00			
Type of Lobbyist:	O Retained	O Employed	O Designated		
Leve' of Gov't:	O State Lobbying	O Local Lobbying	O Both		
Name:			Phone Number:		
Address:					
City:			State:	ZIP code:	
Compensation for	current period: \$	.00			
IV Other Expe	nses (Current Si	emi-Annual Per	iod Only)		
PAID TO: Creative D	COLUMN TO A COLUMN TO THE PARTY OF THE PARTY	DATE	10 45 0012	⊗ Ad O	Social Event
PURPOSE: Mailing			DUNT: \$ 102,736 .00	O *Addendum c	ittached
O PROCUREMENT	⊗ NONPROCUR	2	THE CO. LEWIS BOOK ST. LEWIS CO. LEW		
PAID TO: Creative D		DATE	: 10 / 23 / 2012	⊗ Ad O	Social Event
PURPOSE: Mailing		AMC	OUNT: \$ 30,571 .00	O *Addendum c	attached
O PROCUREMENT	⊗ NONPROCUR		SECTION AND ARCHITECTURE		
PAID TO: Creative D			: 10 / 23 / 2012	⊗ Ad O	Social Event
PURPOSE: Mailing			OUNT: \$ 35,953 .00	O *Addendum o	ittached
O PROCUREMENT	⊗ NONPROCUR		1 10 (15) 35 S S		
PAID TO: Creative D			: 10 / 26 / 2012	⊗ Ad O	Social Event
PURPOSE: Mailing			OUNT: \$ 30,442 .00	O *Addendum o	ittached
O PROCUREMENT	⊗ NONPROCUR		W 495 19 17 Table 12	20 P	
PAID TO: Powers &			. 07 /11 / 2012	OAd O	Social Event
PURPOSE: Mailing Lis			OUNT: \$ 12,460 .00	O*Addendum a	Itached
O PROCUREMENT			percentage at the attention of the		

Please use the following addendum pages as continuation for the specified sections. If additional space is needed, please make a copy of this sheet.

III Lobbyist(s)	Information & C	Compensation	Current Per	iod On	y)	f who they the threshold
Any individual or organization of the was exceeded by the	anization that has lobb at individual or organiz	oled on behalf of the cation.	alent must be tep	oned beic	w, regardless o	f whether the threshold
Type of Lobbyist:	O Retained	O Employed	<ul><li>Designate</li></ul>	d		
Level of Gov't:	O State Lobbying	O Local Lobbying	O Both			
Name:			Phone	Number:		
Address:						
City:			State:		ZIP cod	e:
Compensation for	current period: \$	.00.				
Type of Lobbyist:	O Retained	O Employed	<ul><li>Designate</li></ul>	d		
Level of Gov't:	O State Lobbying	O Local Lobbying	O Both			
Name:			Phone	Number:		
Address:						
City:			State:		ZIP coo	le:
Compensation for	current period: \$	.00				
Type of Lobbyist:	O Retained	O Employed	<ul><li>Designate</li></ul>	ed		
Level of Gov't:	O State Lobbying	O Local Lobbying	O Both			
Name:			Phone	Number:		
Address:						
City:			State:		ZIP cod	e:
Compensation for	current period: \$	.00				
land and a second						
IV AV - T	· · · · · · · · · · · · · · · · · · ·	emi-Annual Per	ind Only)		Contract Contract Contract	
			00 00	/ 2012	O Ad	O Social Event
PAID TO: Powers & C	Lompany	DATE				dum attached
PURPOSE: Email List			DUNT: \$ 3,500	.00	- C Adden	abili dilacilea
O PROCUREMENT	⊗ NONPROCUR			,	OAd	O Social Event
PAID TO:		DATE		/		
PURPOSE:			DUNT: \$	.00	O Adden	dum attached
O PROCUREMENT	O NONPROCUR				O 1 -1	O Sasial Frank
PAID TO:		DATE		/	O Ad	O Social Event
PURPOSE:		AMC	DUNT: \$	.00	O "Addend	dum attached
O PROCUREMENT	O NONPROCUR	EMENT				
PAID TO:		DATE	: /	1	OAd	O Social Event
PURPOSE:		AMC	DUNT: \$	.00	O *Addend	dum attached
O PROCUREMENT	O NONPROCUR	EMENT				
PAID TO:		DATE	=: / _	/	OAd	O Social Event
PURPOSE:		AMC	DUNT: \$	.00	O*Addend	um attached
O PROCUREMENT	O NONPROCUR	EMENT	4			

VI Subjects lobbled:	VII Person, State Agency, Municipality or Legislative Body lobbled:
Limited government; lower taxes; less government regulation; free markets; Constitutional freedoms; a strong national defense; government ethics; and education.	Assembly Member George Latimer, Senator Joseph Addabbo, and Monroe County Legislator Ted O'Brien.
O Continued on attached pages	O Continued on attached pages
VII Bill, Rule, Regulation, Rate Number or brief description relative to the introduction or intended introduction of legislation or a resolution on which you labbied:  None.	VIIITitle and Identifying Numbers of procurement contracts/documents labbled:  None
O Continued on attached pages	O Continued on attached pages
IX Number or Subject Matter of Executive Order of Governor/Municipality lobbied:  None.	X Subject Matter of and Tribes involved in tribal-state compacts, etc lobbied:  None.
* * * * * * * * * * * * * * * * * * *	
O Continued on attached pages	O Continued on attached pages
VISCOUT AND ADDRESS OF THE PROPERTY OF THE PRO	1986年中的李州中的第二人称:1987年
XI Declaration This Declaration must be signed by the Chief Administrative reason, does not sign, he/she must duly designate another I declare under penalty of perjury that the inforcorrect, and complete to the best of my knowledge.	mation contained in this report is true,
X SIGNATURE	DATE: 2/5/13
PRINT NAME: LAST LaCivita	FIRST Chris
TITLE: President	
	Designee(Attach Letter)
	at at the time of submission.

#### The following MUST be attached to this report at the time of submission:

- --You must attach a \$50 dollar filing fee to each semi-annual report. (No fee is required for amendments to the original)
- --If applicable, a designation letter if you have marked designee in section XI.
- --If applicable, continuation sheets for sections III,IV,V,VI,VII,VIII,IX and X.

PLEASENOIE You may be assessed up to \$25 for each day this report is late.